

Rep Order# 9785359 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 47875

Printed: 08/10/2012 10:19 AM
Last Received: 08/10/2012 10:14 AM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product AMER. 4 PROSPERITY
Estimate# 1168
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1168
Flight Dates 08/22/2012 - 08/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS CF NA LN 5 MG LN 11

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	SA	9P-10P	CRIMETIME	:30	\$1,000.00	08/25-08/25	0	0	0	\$0.00	
		Sales Remark: V3 NA-PRGM CHANGE										
		V3 Comment Changed, Spots/week Changed										
	*11	SA	8P-11P	NFL PRESEASON	:30	\$1,000.00	08/25-08/25	1	1	1	\$1,000.00	
		Sales Remark: V3 MG FROM LN 5										
		V3 Added										

---REPORT TOTALS---

Report Totals: 1 / \$1,000.00

---SALES MONTHLY TOTALS---

Aug 12: 11 / \$16,400.00 Sep 12: 4 / \$5,500.00
Sales Totals: 15 / \$21,900.00
Station Totals: 15 / \$21,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$75,517	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	29%	WLWT	30%	WSTR	0%	WXIX	8%		

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Books null
Demos RA35+

Rep Order# 9785359 Ver# 2 Status Returned
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--- REMARKS ---

pls see line 5

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	SA	9P-10P	CRIMETIME	:30	\$1,000.00	08/25-08/25	1	1	1	\$1,000.00	
		Station Remark: V2 schedule change due to football mg spot on 8/25 8-11p in afc fb ncir										

---REPORT TOTALS---

Report Totals: 1 / \$1,000.00

---SALES MONTHLY TOTALS---

Aug 12: 11 / \$16,400.00 Sep 12: 4 / \$5,500.00

Sales Totals: 15 / \$21,900.00

Station Totals: 15 / \$21,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$75,517	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 33%
		WKRC 29%	WLWT 30%	WSTR 0%	WXIX 8%	

Books null
Demos RA35+

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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, August 08, 2012 2:39 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Americans for Prosperity - 47878

Station: WKRC-TV

Order Information:

Order #: 47878
Order Total: \$21,900.00
Agency: Mentzer Media Services
Advertiser: Americans for Prosperity
Product: AMER. 4 PROSPERITY
Alternate Order #: 09785359
Estimate #: 1168
Flight Dates: 08/22/12 - 08/27/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (47878-5-1):

Rate: \$1,000.00
Air Date: Sat 08/25/12
Eligible Days: -----Sa--
Inventory Code: Sat Reg 2
Inventory Description: Sat Reg 2
Inventory Code Time: 9:00 PM-10:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Program Change -No Return

1x Sat 8-11P
on 8/25 (Att 78)
NCR

Spot Manager: All, 08/22/12-08/27/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
Advertiser: Americans for Prosperity												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 47878												
Line: 1												
08/23/12	Thursday	6:20:43 AM	:30	\$900.00	P-1		6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1168		1	MWASI
08/22/12	Wednesday	6:59:25 AM	:30	\$900.00	P-1		6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1168		2	MWASI
08/24/12	Friday	6:51:57 AM	:30	\$900.00	P-1		6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1168		3	MWASI
				\$2,700.00								3
Line: 2												
08/22/12	Wednesday	5:58:06 PM	:30	\$1,600.00	P-2		6p Local 12 News at Six	6:00 PM-6:30 PM	AMER. 4 PROSPE 1168		1	MWASI
08/23/12	Thursday	5:57:36 PM	:30	\$1,600.00	P-2		6p Local 12 News at Six	6:00 PM-6:30 PM	AMER. 4 PROSPE 1168		2	MWASI
				\$3,200.00								2
Line: 3												
08/23/12	Thursday	7:10:57 PM	:30	\$1,200.00	P-2		M-F 7p-730p	7:00 PM-7:30 PM	AMER. 4 PROSPE 1168		2	MWASI
08/24/12	Friday	7:05:26 PM	:30	\$1,200.00	P-2		M-F 7p-730p	7:00 PM-7:30 PM	AMER. 4 PROSPE 1168		1	MWASI
				\$2,400.00								2
Line: 4												
08/26/12	Sunday	11:12:06 PM	:30	\$1,800.00	P-2		11p M-Su Local 12 News 1	11:00 PM-11:35 PM	AMER. 4 PROSPE 1168		1	MWASI
08/22/12	Wednesday	11:19:49 PM	:30	\$1,800.00	P-2		11p M-Su Local 12 News 1	11:00 PM-11:35 PM	AMER. 4 PROSPE 1168		2	MWASI
				\$3,600.00								2
Line: 5												
08/25/12	Saturday		:30	\$1,000.00	P-3		NFL Pre-Season		AMER. 4 PROSPE 1168		2	MWASI
				\$1,000.00								1
Line: 6												
08/26/12	Sunday	7:40:08 PM	:30	\$3,500.00	P-2		Sun Reg 1	7:00 PM-8:00 PM	AMER. 4 PROSPE 1168		1	MWASI
				\$3,500.00								1
Line: 7												
08/27/12	Monday	6:22:03 AM	:30	\$900.00	P-1		6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1168		1	MWASI
				\$900.00								1
Line: 8												
08/27/12	Monday	6:05:19 PM	:30	\$1,600.00	P-2		6p Local 12 News at Six	6:00 PM-6:30 PM	AMER. 4 PROSPE 1168		1	MWASI
				\$1,600.00								1
Line: 9												
08/27/12	Monday	7:04:11 PM	:30	\$1,200.00	P-2		M-F 7p-730p	7:00 PM-7:30 PM	AMER. 4 PROSPE 1168		1	MWASI
				\$1,200.00								1
Line: 10												
08/27/12	Monday	11:20:19 PM	:30	\$1,800.00	P-2		11p M-F Local 12 News 11	11:00 PM-11:35 PM	AMER. 4 PROSPE 1168		1	MWASI
				\$1,800.00								1
				\$21,900.00								15
				\$21,900.00								15
				\$21,900.00								15
				\$21,900.00								15

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/22/12-08/27/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
				\$21,900.00							15	

[Filtered by:] [Sorted by: Station]